ABSTRACT OF THE DISCLOSURE

To enhance the gradation characteristics of sub-field driving in order to further enhance the display quality one frame is divided into a plurality of sub-fields SF1 to SF3. Voltage values V, as voltage data for the corresponding sub-fields that is supplied to pixels, are selected from among voltage values V0 to V9 in accordance with gradation data D0 to D5. Gradation display of the pixels is performed by supplying the voltage values V set for the corresponding sub-fields to the pixels. The voltage values V are selected in such a manner that the amount of change in voltages between adjacent sub-fields is one step level or less. Thus, the amount of change in voltages between adjacent sub-fields is minimized.